

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Page:

SALEM .30¢ Tear Tape product has been ordered, as well as 17 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (2.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
A. D. BEDELL

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	2
12300-24197	Light 100	1

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**
EFT \$ Amount: **\$1,478.65**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

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WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-03-20
 TIME: 11:34 AM

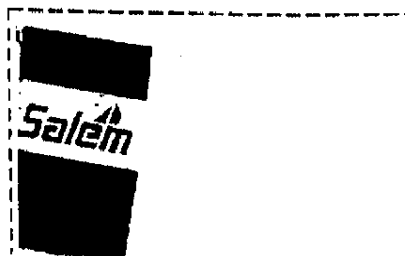
 WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605		712144	SMOKE N GUN	22 MAIN ST	ADDISON	NY	14601				1	1		960393
162605	162624	763728	WEST'S FOODMART	ROUTE 20A	HONEOYE	NY	14471	1			2	3		
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701		1	2		3		
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1	1	1	1	4		BRU
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	3	3	3	3	12		BRU
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2	2	2	2	8		
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	2	2	2	2	8		BRU
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2	1	8		11		915298
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1	1		1	3		917609
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1	1	1	1	4		941856
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1	1	1	1	4		948513
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3	3	3	3	12		
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1	1	1	1	4		BRU
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365			1		1		
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2	1	1	1	5		
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVIL	PA	16341	2	1	1	1	5		939827
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3		4	1	8		

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 25 19 31 21 96

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 25 19 31 21 96

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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